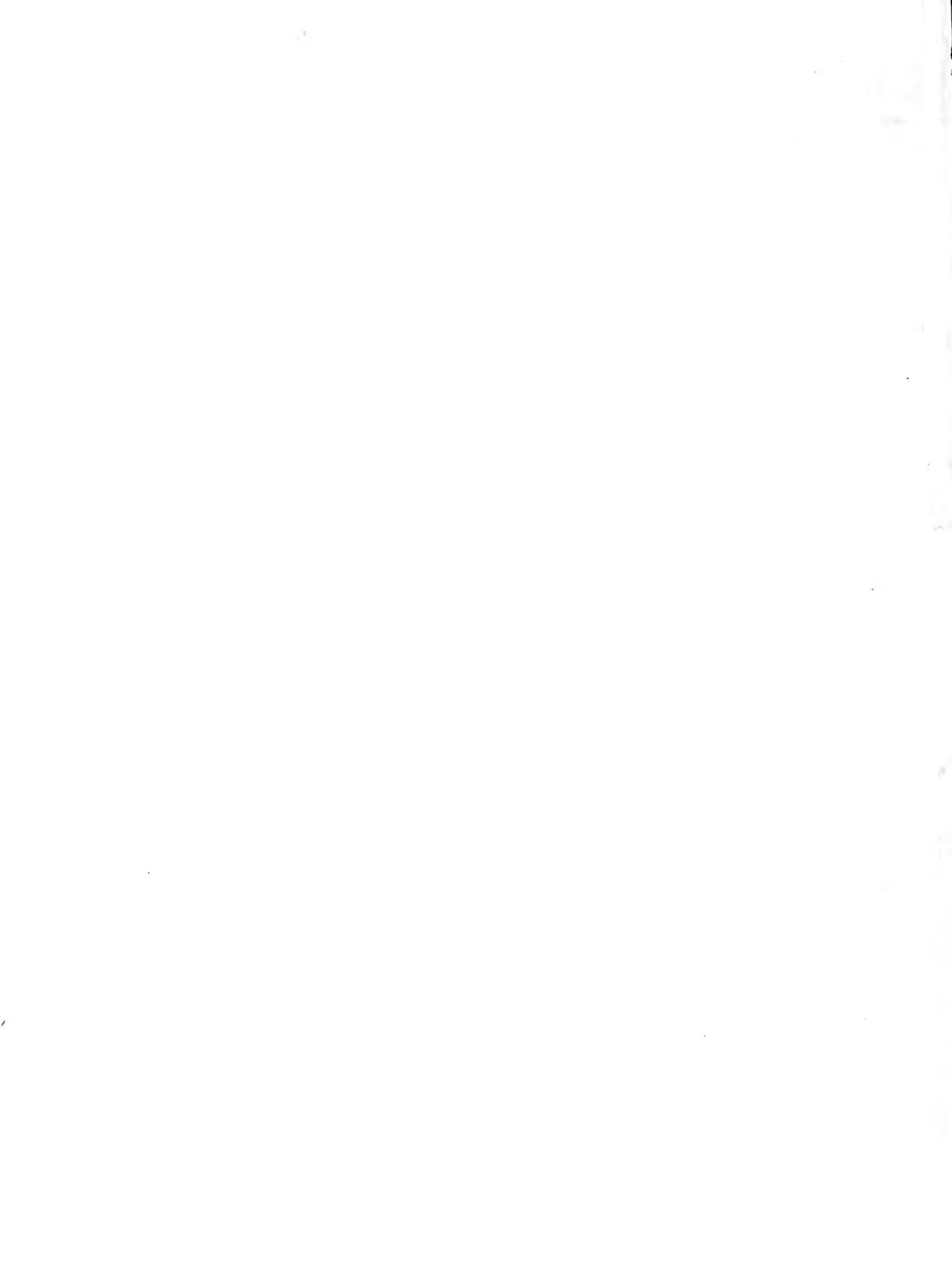


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



1947

John A. Youdath's

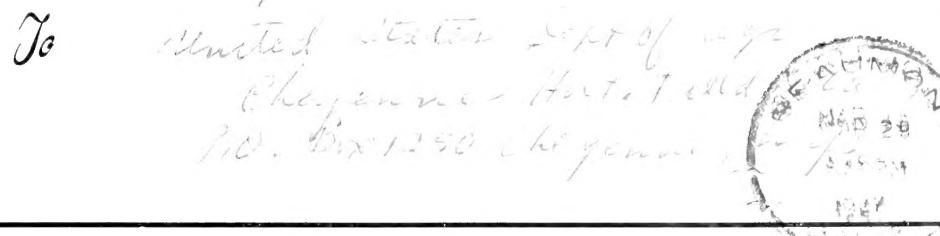
Hardy Chrysanthemums

Parade of Beauties

DIRECT FROM BEAUMONT, CALIFORNIA



JOHN A. YOUDATH



Youdath's 1947 Introductions

*OPENING DAY

A very unique and unusual beauty. Well formed double neat full pompon type flowers. Color is a striking shade of brilliant rose pink, with touches of gold. Long lasting, wonderful cut flower. Medium height, blooming about October 5th.

*LUCKY STAR

A lustrous color combination of a pleasing rose shade. The center petals slightly touched with gold. Stiff petalled firm and somewhat flat flowers, making a long lasting cut flower type. Very clean, healthy foliage. Medium height. Oct.

*THE MAJOR CUSHION MUM

Smiling out with a bright salmon pink, this beautiful new cushion type mum is a super value. Its flowers are full petaled, firm and solid —fuller flowered than the old Pink Cushion. Its color does not fade out as the flowers mature but retain their brilliance to the very end. It starts blooming in September.

*BRONZEMAIL CUSHION

The flowers are a beautiful light bronze in color. A huge true cushion well formed, covered with sweet scented flowers. Like the other Cushions begins to bloom early in September and keeps on blooming till frost.

*YELLOW SPORT CUSHION

A true yellow cushion. In all respects this charming mum is like Pink Cushion except for color. It is a clear sulphur yellow. Blooming season early as Pink Cushion.

*Hardy Garden Chrysanthemum

*BEAU — KAY

Flowers are a delicate pink shade. Large pompon type, borne on stiff stem. Medium height. Matures early October.

*DAISY MAE

Rich creamy white large duplex flowers measuring 3½" in diameter. The petals are extremely wide and its large bright yellow center, makes this one of the most outstanding daisy types which we are proud to introduce. Grows about 3 feet high. Matures early October. Valuable for cutting. Attractive in the garden.

Rooted Cuttings \$2.00 per 10

*AIR-WAY DEBUT

A very pleasing Golden Bronze, faintly overcast with flaming orange. Its charm and beautiful color commands immediate attention. The well-formed full flowers measure 3" across on strong stems and of medium height. Matures Oct. 10. Fine for cutting. This fine Mum was named in honor of the first Air Mail flown from Beaumont, Calif., on Oct. 27th, 1946.

*BEAUMONT

In color it is a lively, brilliant red. Large full flowers, firm stems, clean foliage. Medium height. Matures early Oct.

*PRINCE CUSHION

Apricot orange dwarf, large flowers.

Azalea Flowered Type

These five are positively the same in every respect except for color.

- Rose Cushion, rose
- Pink Cushion, pink
- King Cushion, bronze
- Queen Cushion, white
- Yellow Sport, yellow

*MRS. C. R. HASTINGS

A striking crushed strawberry red single flowered type. Plants are of a very bushy habit, just loaded with flowers. It matures about Oct. 5.

Marked (*) are all our introductions.

JOHN A. YOUDATH

CHRYSANTHEMUM SPECIALIST

"BEAUMONT"

Wonderland

Where America comes for
Health

RT 1, BOX 215-A

BEAUMONT, CAL.

YODATH'S INTRODUCTIONS

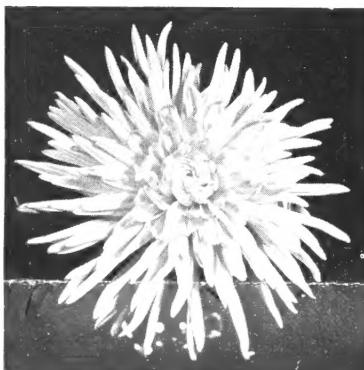
of FORMER YEARS



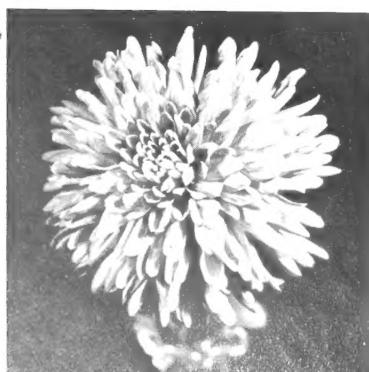
September Gem



Marilyn



Yellow Cactus



Empire

All Rooted Cuttings Shipped Prepaid

VICTORY

The pure white outer petals of this fine pompon mum contrast well with its bright yellow center and glossy green leaves. Grows about 2 feet tall and begins to bloom in early October. Best white.

VIVID LADY

A large amaranth vivid decorative type flower. The reverse of petals have a touch of silvery cream including the centers. Full double flowers measuring 3 inches across. Blooms Oct. 15th.

OHIO MOON

A distinct and remarkable duplex type with a large gold center showing. Flowers are extra large; color a pale delicate yellow, with rows and rows of wide petals overlapping. A low growing large clump about 10 inches tall. Blooms early Oct.

JEWELRY

This lovely deep rose pomp is worth its weight in gold. The flowers are well formed and perfect pompons, holding their color well even after several frosts. Those who love that ever popular pomp called Jewel, but have difficulty in bringing it through the winter, will love and find that Jewelry will winter without any mulching, as it makes up strong heavy clumps with many shoots. Matures latter part of October.

RED RIDING HOOD

It is with pleasure we present this lovely large full flowered bright red Chrysanthemum which has proved itself to be one of the most outstanding of all reds. It is of medium height, flowers measuring 2 $\frac{1}{2}$ to 3 inches. Blooms Oct. 10th.

SUSIE

Burnt orange duplex flowers. Petals are of a uniform formation. 2 feet tall. Matures Oct. 15. One of the most attractive bright bronze.

NEW PHILADELPHIA

A beautiful shade of rich wine red, pompon type measuring about 3 inches in diameter. This is a great improvement over the old Philadelphia type. The flowers are more compact, larger and also richer in color. Matures Oct. 20.

SEPTEMBER GEM

A charming golden yellow button with strong wiry stems. It blooms in September on plants of medium height — a gem for the florist as a cut flower—a gem for the gardens, too.

MAYBELLE

Its large deep reddish bronze or rust colored flowers produce the true fall color effects. The blossoms have many petals, curled and fluffy. Blooms Oct. 15.

MARILYN

Lovely large light bronze fully double flowers with slightly recurved petals. Height 15 inches; matures Oct. 5.

ORIENTAL

An oriental sheik of the garden and just as gorgeously and colorfully dressed in a two color combination of pink and cream. Flowers are decorative — plants of medium height. Blooms Sept. 15.

YODATH'S VIVID

A lovely large vivid red flower, measuring 3 $\frac{1}{2}$ inches across. The beautiful full flowers are the calendula type. Matures Oct. 20. Height 18 inches.

SOLID GOLD

This Mum is one of such rare beauty and so valuable that a description can hardly do it full justice. It is the most gorgeous rich gold. The brightest and most attractive yellow yet introduced. Large showy full ball like flowers, a robust type of upright habit. About 2 feet tall, matures Oct. 15th.

THORP

Here is a real beauty. It has large double rose vivid flowers, underlined with silver. Medium height. Matures about Oct. 5th.

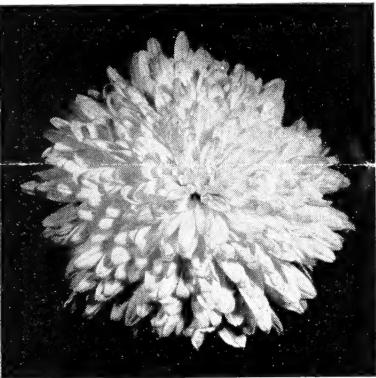
ROSE QUILLED

Large full flower 3 $\frac{1}{2}$ " across, quilled petal silver pink outside, deep rose inside, very interesting effect. Grows upright 3 feet tall. Matures October 15.

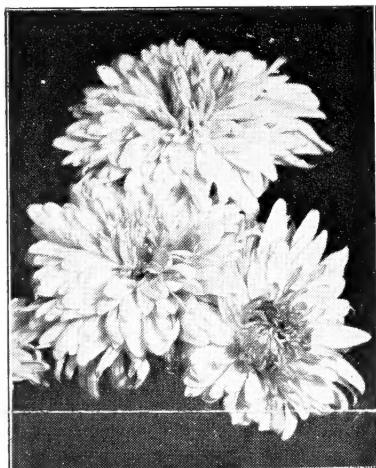
All Rooted Cuttings Shipped Prepaid



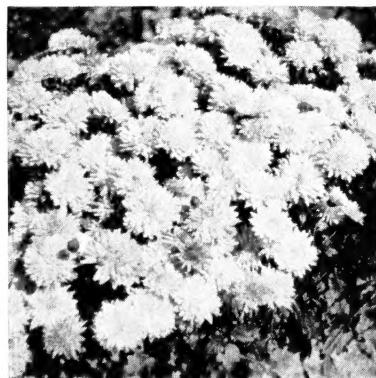
Gold Treasure



Youdath's White



Eggshell



Youdath's Pride

Youdath's Introductions...

VIVID LADY

A large amaranth vivid decorative type flower. The reverse of petals have a touch of silvery cream including the centers. Full double flowers measuring 3 inches across. Blooms Oct. 15th.

✓ YELLOW CACTUS

A large sulphur yellow mum with flowers measuring over 3 inches in diameter. The plants grow to medium height — a flowery mass that blooms about Oct. 5.

GOLD TREASURE

This deep golden yellow mum is a natural for cut flowers. Its flowers are large size, bright colored, full double, on tall long-stemmed plants. It blooms about Oct. 15 — a very worthwhile variety.

EARLY SUN

A light bronze yellow button mum — a very branched medium height plant which with its flowery mass of bloom makes a glowing effect. It blooms about Oct. 10.

✓ GARDEN QUEEN

An outstanding and unusual beauty with a color combination of creamy yellow suffused with crimson and bronzy rose. Its large flowers have good long stems — excellent for cutting. It blooms in Sept.

EGGSHELL

A distinct eggshell shade. Slightly deeper shade at the center. Flowers decorative, measuring 2½ inches across. Excellent for cutting as it has long lasting qualities, strong wiry stems about 3 ft. tall. Matures Oct. 5.

FRANCIS DE SALES

Has large yellow flowers slightly tinted orange, turning to pure yellow when in full bloom. Its full flowers measure 3½ inches across. Height 20 inches. Matures Oct. 5.

BRONZWIC

Flowers are very compact double. Deep bronze, measuring 2¼ inches across. Growing about 2 ft. high. Matures Oct. 15.

ASTRIDWAY

This is a seedling of Astrid. Only it has better features than the Parent Astrid. The color is deeper pink and has duplex flowers. Has long lasting qualities and flower stems longer. Also blooms earlier.

BUFF DAISY

Has a peach buff color and duplex flowers. Excellent for cutting and matures early, around September.

PURPLE DAISY

This is also a seedling of Astrid. Single daisy-like flowers of good size. Color purple. Medium height. Matures in October. Rooted cuttings.

✓ YOUDATH'S WHITE

An early large white, full flowered with creamy center, turning pure white when in full bloom. Starts to bloom in September and lasts until frost. Flowers measure 2½ to 3 inches in diameter. Height 18 inches.

✓ GARDEN QUEEN

Queen of the Autumn Garden, most striking combination of large salmon pink flowers suffused with crimson rose. Reverse side underlined with creamy yellow. Grows about 2½ feet tall, starts blooming very early in September. If you wish later blooms pinch back as late as July.

✓ YOUDATH'S PRIDE

One of our best introductions. A distinctive early orange bronze. The earliest bronze on the market. The flowers are perfectly double measuring about 2" in diameter. The plants grow husky and erect, about 15" in height. Has very fine healthy foliage. Suitable for all purposes.

✓ CAPT. JOHN SMITH

The color is a rosy pink, has short petaled full flowers, two inches across. Very bushy. Height 18 inches. Matures Oct. 5th.

POCAHONTAS

The color is a crushed strawberry shade. Flowers are decorative, full flower 3" across. Grows dwarf and bushy. Matures Oct. 10th.

AMBER GLOW

Is a lovely pastel peach overcast with pink and rich amber. A beautiful color combination indeed hard to describe its glory. Large flowers 3 inches across, grows 2 feet. Blooms Oct. 10th.

TO OUR PATRONS

The climate and high altitude makes Beaumont an ideal location for growing Hardy Chrysanthemums.

Cuttings are taken direct from our field plants, which makes good strong, sturdy Rooted Cuttings.

We assure you satisfaction, as our last two years of shipping from this point has proved. We have received many letters from satisfied customers.

Shipping Rooted Cuttings starts in April.

Yours truly,
JOHN A. YOUSDAH

Hardy Chrysanthemums

| Name | Color | Height | Type | Price Per 100 | Name | Color | Height | Type | Price Per 100 | Name | Color | Height | Type | Price Per 100 |
|--|-------|--------|------|---------------|--|-------|--------|------|---------------|--|-------|--------|------|---------------|
| Acacia, yellow, low, single | | | | \$ 5.00 | Gold Star, yellow, medium, dec. | | | | 5.00 | *Pink Cactus, pink, medium, decorative | | | | 6.00 |
| Adironda, bright bronze, low, pompon | | | | 8.00 | *Gold Treasure, deep yellow, medium, double | | | | 6.00 | Pink Cushion, pink, low, double | | | | 5.00 |
| *Algonquin, yellow, medium, decorative | | | | 5.00 | *Golden Beauty, yellow, tall, pompon | | | | 6.00 | Pink Dotty, pink, tall, pompon | | | | 6.00 |
| *Amber Glow, peach pink, medium, double | | | | \$ 6.00 | Granny Scovill, coral bronze, medium, dec. | | | | 8.00 | Purple Jewel, purple, tall, pompon | | | | 6.00 |
| Astrid, pink, short, single | | | | 5.00 | Harvest Gold, yellow, low, double | | | | 10.00 | *Purple Daisy, purple, medium, daisy | | | | 8.00 |
| *Astridway, deep pink, medium, duplex | | | | 8.00 | Irene, white, medium, button | | | | 5.00 | Pygmy Gold, pink, short, single | | | | 6.00 |
| Autumn Lights, light bronze, medium, duplex | | | | 5.00 | *Jay, pink, medium, decorative | | | | 6.00 | *Queen Cushion, white, low, double | | | | 6.00 |
| *Bronze Maid Cushion, light bronze, low double | | | | 8.00 | Jewell, rose pink, medium, pompon | | | | 8.00 | *Red Riding Hood, red, medium, double | | | | 6.00 |
| *Bronze Pyramid, gold bronze, tall, double | | | | 6.00 | *Jewelry, rose pink, tall, pompon | | | | 6.00 | Rose Charm, rose, medium, pompon | | | | 5.00 |
| *Bronziwig, deep bronze, medium, double | | | | 8.00 | *Julia, pink, medium, double | | | | 5.00 | *Rose Cushion, rose, low, double | | | | 5.00 |
| *Buff Daisy, buff, tall, duplex | | | | 8.00 | Judith Anderson, yellow, medium, button | | | | 5.00 | Rose Glow, rose, tall, pompon | | | | 5.00 |
| Burgundy, maroon red, medium, dec. | | | | 5.00 | *King Cushion, light bronze, low, double | | | | 6.00 | Rosemary, rose pink, tall, decorative | | | | 5.00 |
| Calif, dark red, medium, dec. | | | | 5.00 | King Midas, yellow, medium, decorative | | | | 6.00 | *Rose Quilled, vivid rose, tall, decorative | | | | 8.00 |
| *Capt. John Smith, pink, short, dec. | | | | 5.00 | Lavender Lady, lavender, medium, dec. | | | | 6.00 | *Ruby Baker, red, low, double | | | | 6.00 |
| *Champion Cushion, deep bronze, low, double | | | | 6.00 | Liberty Bond, gold, tall, decorative | | | | 5.00 | September Cloud, white, medium, double | | | | 6.00 |
| Chestnut Burr, bronze, medium, pompon | | | | 5.00 | Little Bob, bronze, short, pompon | | | | 6.00 | September Bronze, light bronze, medium, pompon | | | | 5.00 |
| *Commander Cushion, red, low, duplex | | | | 6.00 | *Lucie, light pink, tall, decorative | | | | 6.00 | Sequoia, peach, medium, double | | | | 6.00 |
| Cora Peck Buhl, orange, tall, pompon | | | | 5.00 | Margo, white, short, button | | | | 6.00 | *September Gem, yellow, low, button | | | | 5.00 |
| Cydonia, bronze, medium, double | | | | 5.00 | *Marilyn, orange, short, decorative | | | | 6.00 | Scarlet Crimson, red, low, semi-double | | | | 6.00 |
| Daybreak, salmon pink, tall, duplex | | | | 5.00 | *Maroonette, maroon, medium, duplex | | | | 6.00 | Sunkist, light bronze, medium, double | | | | 6.00 |
| Dean Kay, pink, low, single | | | | 5.00 | *Mary's Gold, yellow, medium, pompon | | | | 5.00 | *Susie, burnt orange, medium, duplex | | | | 6.00 |
| Dahliaum, amaranth, low, double | | | | 5.00 | *Maybell, orange, tall, double | | | | 6.00 | *Solid Gold, deep yellow, medium, pompon | | | | 8.00 |
| *Early Sun, light bronzy, low, button | | | | 5.00 | *Mentor, pink, short, decorative | | | | 6.00 | Silver Tip, amaranth, medium, double | | | | 6.00 |
| *Egg Shell, egg shell buff, tall, dec. | | | | 6.00 | Mrs. H. Harrison, pink bushy, med., pompon | | | | 8.00 | Tasavia, white, short, decorative | | | | 5.00 |
| Enchantress, pink, tall, duplex | | | | 5.00 | *Mrs. C. R. Hastings, red, low, duplex | | | | 5.00 | The Chief, burnt orange, medium, double | | | | 6.00 |
| Ethell, bronze, medium, button | | | | 5.00 | Mrs. Sam P. Rotan, peach buff, medium double | | | | 6.00 | The Moor, wine red, medium, decorative | | | | 6.00 |
| Eugene A. Wander, yellow, low, double | | | | 8.00 | Mrs. Pierre DuPont, buff, medium, double | | | | 5.00 | *Thorp, vivid rose, medium, decorative | | | | 8.00 |
| Excelsior, yellow, tall, dec. | | | | 5.00 | *Mrs. J. Zeeman, bronze, medium, double | | | | 6.00 | *Toth, pink, medium, duplex | | | | 6.00 |
| *Fondest, fawn, medium, spoon | | | | 6.00 | *Major Cushion, salmon pink, low, double | | | | 8.00 | *Victory, white, medium, double | | | | 10.00 |
| *Francis De Sales, yellow, medium, dec. | | | | 6.00 | Muldoon, amaranth red, med., decorative | | | | 6.00 | *Vivid Lady, amaranth, medium, double | | | | 10.00 |
| *Garden Queen, pink, low, double | | | | 6.00 | Muskogee, purplish pink, low, duplex | | | | 5.00 | *Yellow Tasavia, yellow, low, double | | | | 8.00 |
| *Garnet, Maroon, medium, double | | | | 6.00 | *New Philadelphia, purplish red, tall, dec. | | | | 5.00 | *Yellow Cactus, yellow, medium, double | | | | 6.00 |
| Goblin, light bronze, medium, pompon | | | | 5.00 | Nugget, yellow, medium, button | | | | 5.00 | *Yellow Sport Cushion, yellow, low, double | | | | 6.00 |
| Gold Cushion, gold, low, semi-double | | | | 6.00 | *Ohio Moon, cream, low, duplex | | | | 5.00 | White Dotty, white, tall, pompon | | | | 5.00 |
| *Gold Rush, golden yellow, med. bushy, dec. | | | | 6.00 | *October Queen, deep pink, medium, double | | | | 8.00 | White Spoon, white, medium, spoon | | | | 6.00 |

Anemone Types

| | Per 10 |
|-------------------------------|--------|
| Autumn Sunset, gold | \$.50 |
| Doris Louise, rose | .50 |
| Beautiful Lady, pink and gold | .75 |
| Frieda, deep pink | .50 |
| Estrelita, bronze | 1.00 |
| Mary Louise, white | .75 |

Spider Varieties

| | Per 10 |
|--------------------------------|--------|
| Fugi, rose | \$1.00 |
| Kay Tashima, white | .50 |
| Mrs. Jean Harwood, peach mauve | .50 |
| Mrs. R. A. Walker, lavender | |
| William McCabe, yellow | .50 |
| White Sensation, white | .50 |
| Peggy Ann Hoover, pink | .50 |
| Purple Princes, purple | .50 |
| Red Spider, red amaranth | .50 |
| Silver Lace, white | .50 |
| Unique, purple | 1.00 |

| | Per 10 | | Per 10 |
|---------------------------------------|--------|------------------------------|--------|
| Armistice Day, including red and gold | \$.80 | Marketeer, white | .50 |
| Ben Tashima, including lilac | 1.00 | Minuet, rose pompon | .80 |
| California Firebird, bronze and gold | 1.00 | May Wallace, pink | .80 |
| Christmas Bronze, dec. bronze | .50 | Mrs. Kidder, inc. yelow | .50 |
| Early Quality, white | .50 | O. W. Booth, rose | .80 |
| Elsie Kramer, rose | .50 | Old Rose, rose | .80 |
| Elizabeth Ardon, pink | 1.00 | Pink, dot, pink | .50 |
| Ed. Seidwitz, clear pink | .80 | Royal Crimson, red | .80 |
| Garnet King, large red | .80 | Snow, December white | .50 |
| Gold Lode, ctober yellow | .50 | Sunnyslope white, inc. white | 1.50 |
| Marion Upfinger, red and gold | 1.00 | Teggarts, yellow | 1.00 |
| Mrs. Henny Rhea, white | .50 | Winterset, December yellow | .50 |
| Mongol, inc. deep gold | 1.00 | Yellow Docket, yellow | .80 |

JOHN A. YOUDATH

Chrysanthemum Specialists

Route 1, Box 215-A

All Rooted Cuttings Shipped Prepaid

Beaumont, California